



2003 Transit Plan Executive Summary

Goal

The goal of this transit plan is to provide policy guidance in the development and where necessary, retraction of the transit system. It does not suggest any funding strategies, but rather offers a framework for what transit should look like in Scottsdale.

Policy Statements

- Transit service should be implemented based upon customer demand, performance and availability of funding.
- Transit service should be actively marketed in order to increase ridership and fare revenues.
- The area of Scottsdale south of the Loop 101 should have frequent service on more closely spaced routes; the area north of the Loop 101 should have less frequent service on more widely spaced routes.
- Outside funding sources (e.g. fares, federal grants, regional transit funding) should be maximized.
- Transportation choices should be balanced with productivity when considering transit service reductions.

Overview

Transit service in Scottsdale has grown incrementally over the past several years from a small local system with a few regional routes in the late 1980s to a multi-million dollar program that handled 1.8 million passenger boardings in the past year. Scottsdale's transit system today provides bus service on nearly every major arterial street south of Bell Road, a dial-a-ride service that is supplemented by innovative paratransit programs, and specialty theme shuttles. The capital portion of Scottsdale's transit system now includes a downtown transit center, a fleet of 25 buses, which will expand to include seven new vintage-style trolleys, bus stop improvements and bus bays.

This plan was developed by a committee of citizens representing users, business/community groups, downtown and those residents with a special interest in transit.

The Vision

A transit system consisting of accessible mobility choices supporting a diverse population, improved air quality, greater safety, cost effectiveness, multiple mobility modes and integration with other valley transit systems.

Values

- Offer mobility choices that reflect the community's diverse needs, lifestyles, and neighborhood dynamics and reduce reliance on automobiles.
- Develop a transit system that supports the natural environment, preserves the Sonoran desert and improves quality of life.
- Support contiguous and consistent regional and citywide connections.
- Encourage partnerships between citizens, businesses, system users and the city to develop, promote and implement the transit system.
- Pursue efficiency and efficacy in balance with availability of choices.
- Use technology to increase effectiveness and efficiency of system performance.
- Ensure that choices made today consider our vision for the future.

Future Service Improvements

Listed below are specific areas where service demand has already been noted, where service demand is likely to grow in the next few years and where service would be needed to meet the goals outlined in this plan. Implementation would depend on availability of funding, analysis of demand and upon the acceptance of transit in local neighborhoods.

General Recommendations

- Assign Transportation Commission as a transit oversight committee.
- Actively market transit.
- Prepare a monitoring system for reporting performance of service.
- Consider land use strategies that encourage transit friendly design.
- Increase shelter maintenance as shelters are constructed.

Recommendations for Current Services

- Operate Scottsdale Trolley year round, on Sundays and longer hours per day.
- Expand operating hours and frequencies on current bus routes.

Special Services

- Continue to meet the mobility requirements for people with disabilities as required by the Americans with Disabilities Act.
- Expand alternative paratransit programs with the purpose of managing costs of Dial-a-Ride costs and providing basic service to seniors and people with disabilities.



Recommendations for New Transit Services

- Create a Resort Trolley in partnership with the resorts and merchant associations.
- Create second Scottsdale Trolley route in the downtown
- Create a circulator in southern Scottsdale to serve areas such as Paiute Center, Civic Center Senior Center and Civic Center Library.
- Create a limited stop service on Scottsdale Road.
- Provide service using Lincoln Road and Indian Bend Road
- Plan and establish a neighborhood circulator in McCormick Ranch.
- Provide access to the Salt River Pima Maricopa Community and Mesa by participating in a McKellips Road fixed route.
- Plan and establish a neighborhood circulator in McDowell Mountain Ranch.
- Provide an express route from McDowell Mountain Ranch Telecommute Center to Phoenix.
- Provide an express route from a park and ride at Pima Road and Pima Freeway into Phoenix.
- Plan and establish a neighborhood circulator near Shea and 132nd Street.
- Plan and establish a neighborhood circulator in DC Ranch.
- Provide an express route from a park and ride at Pima Freeway and Shea Boulevard into Tempe/Phoenix.
- Extend the Scottsdale Road route to Pinnacle Peak.
- Create a limited stop route on Pima Road.

Capital

Capital improvements include projects that enhance the current system and support the operating needs listed above. Two guiding principles in the purchase and construction of capital projects are: First they are planned in cooperation with local neighborhoods and second they reflect Scottsdale’s character.

Capital projects include:

- Scottsdale Trolley vehicles.
- Technology to improve passenger convenience (e.g. lighting, real-time information, audio signs).
- Technology to improve bus service (e.g., enunciators, automatic vehicle locators).
- A transfer and passenger center at Los Arcos.
- A telecommuting center in McDowell Mountain Ranch.
- A passenger transfer center near Mustang Library.
- An off-road bus parking area and passenger station near Northsight and Butherus.
- Participation in a regional maintenance facility located in the East Valley.
- Park and Ride lots established in the areas of:
 - Pima Road/Pima Freeway Park and Ride Lot.
 - Pima Freeway/Shea Boulevard Park and Ride Lot.
- Transit and Dial-a-Ride Vehicles.
- Transit shelters.

